



‘CONNECTING 100 TRADITIONAL WEAVERS TO THE EXPORT MARKET’

November, 2012 Report

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**Center for African Women Economic Empowerment (CAWEE)
Addis Ababa, Ethiopia**

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1. Introduction

The major activities during this reporting month of November 2012 focused on the following areas:

- Progress on the technical training,
- Progress on awareness creation/sensitization training,
- Status on the 1st round graduate trainees
- Progress on video recording & preparation for the production of the film
- constraints

The second phase of the training is in its second month, the training focused on teaching the trainees how to be effective and precise on the art of weaving and in addition training them that their behavior is appropriate for the work environment and in total to their whole life.

The preparation of the script writing, in Amharic, for the documentary is finalized and the video recording is at a stage of preparation in the production of the documentary film. All in all, the training is going very well as per its original plan.

2. Progress on the Technical Training

The second round training is now in its 9th week. During the reporting month, the training has focused more on quality, efficiency and effectiveness. The trainees, with close follow-up from the trainers are working on how best to produce quality products efficiently and accurately. In addition, they were able to learn how to combine different colors, new patterns, to change styles as per different orders they receive, and also learn to produce products with consistency, where they were able to learn that through measuring the different patterns because every centimeter and every inch is very important for the quality of the final output, which is equipping them to maintain the quality of their products as per the standard of the export market.

Furthermore the trainees also leaned to understand the effect of fabric design in fabric production process, differentiating weave type according to its application and adjusting the handloom setting according to the required structure.



Trainees Working on Different Fabrics

During the reporting period trainees were able to:

- Learn to build understanding sketch and its derivatives woven structure as per the customer requirement;
- Weave design, draft, lifting plan and reed plan for a given fabric structure;
- Select the quality raw material/warp and weft yarn/, produce quality woven fabric by operating hand loom correctly as per the given structure;
- Diversify the traditional basic cloth, penetrate and position their product in to export market;
- Get acquainted with and awareness building to new creativity and marketing;
- Gain awareness of the potential customer;
- Productive capacity building including technical assistance, quality and regularity, working discipline.

Following this training, the trainees are expected to know about the nature of different fabrics, how to combine them, how to select the right type of fabrics, combining different colors, read diverse designs and convert them to quality products.



Trainees Getting Guidance from the Trainers and Executing the Trainer's Instructions

3. Progress on Awareness Creation/Sensitization Training

During this reporting period, the training on awareness creation/sensitization was in its 9th week, where tangible changes are observed on the trainees attitude and behavior towards the weaving art, where previously they believe that their skill is not good enough to generate income and most of them focus to be daily laborers or to be police officers or any other field that they think can generate better income. But after continuous trainings on the cultural awareness, most of them are now realizing that the weaving profession is good enough to provide them and their family better income and appreciating that what they are producing can enter the export market reaching different countries and consumers, which again can allow them to earn better income to keep themselves and their families, and also generating foreign currency for the country.

During the training on awareness creation/sensitization, the specific discussion points were the following:-

- a. Traditional attitude towards weavers and other crafts people,
- b. The importance of the weaving skill as a national heritage and the status and future development of the trade as an important export commodity,
- c. How they compare what they are learning now to their traditional weaving,
- d. How they envision the new skill to improve their livelihoods and improve their status as weavers.

In addition to the above specific discussion points, what the training can provide them was discussed and the main discussion points were:-

- i. The hierarchy of human needs in perspective of the trainees own reality,
- ii. The facilitator encouraged the participants to take part in the discussion as to where they see themselves and to express issues of marginalization if any,
- iii. In smaller groups, participant used the Venn Diagram to show institutions and individuals affecting their livelihood and their place in society/community both positive and negative ways.

The trainees now have better understanding about their situation and are willing to change their previous doubts about the art of weaving and see it as a solution to their problem.

4. Status of the 1st Round Graduate Trainees

During the reporting month the status of the trainees haven't changed that much, from what was reported in the month of October 2012.

The up-date is:

- Out of the 10 trainees hired by Yoas Tibebe two of them left (because of their personal reasons) and the rest 8 are working in the company
- Out of the 20 trainees hired by Nigest Ethiopia only 3 of them have left (because of their personal reasons) and 17 of them are working in the company.
- 13 hired by Muya Ethiopia are still working with the company.
- Out of the 7 trainees who didn't get job, 5 of them are attending university education and the remaining 2 are working on their own in weaving, which they preferred to do so.

The main reasons for the turnover of the trainees was found out to be transportation, being unable to reallocate to place nearer to their work place due to their marital status, disagreement over wages and finding better opportunity.

5. Progress on Video Recording & Preparation for the Production of the Documentary Film

During the reporting period, script for the documentary film, in Amharic, is finalized and the preparation for the production of the documentary film is underway. The video recording was going according to the plan for the reporting month.

6. Constraints

Due to the different educational and skill background of the trainees, their capability of grasping the training is different so adjusting the training according to their skill is a big challenge.

The other constraint is the turnover that is observed on the first round trainees, due to different reasons, like - transportation problem and they are unable to relocate due to their family situation.

7. Conclusion

In the coming month new issues for instance cost derivation and additional training on quality, time management and cultural awareness will be given. In general, the training in November was held according to plan.

8. Photo Gallery



Trainees in their training environment



Trainees learning different kind of warping



Trainees working on different designs